9   profile being based on whatever information is available about the customer at

10   the time of assignment;

11   capturing by the customer the on-line e-commerce site's actions;

12   formulating by the customer a profile of the on-line e-commerce site;

13   negotiating by the on-line e-commerce site with the customer based on

14   [the customer's] a dynamically changing profile of the customer; and

15   changing by the on-line e-commerce site the customer's dynamically

16   changing profile during negotiations based on [the customer's] an observed

17   behavior of the customer.

1   5. The computer assisted on-line negotiation method recited in claim 1, further

2   comprising the steps of:

3   capturing by the on-line e-commerce site direct interactions by the

4   customer with the on-line e-commerce site, said direct interactions including

5   the customer's "click-through stream"[and other direct interaction with the

6   on-line e-commerce site]; and

7   analyzing [the interaction] said direct interactions with the on-line e-

8   commerce site to update the customer's dynamic profile.

1   10. The computer assisted on-line negotiation method recited in claim 9,

2   wherein actions by the on-line e-commerce site on which the site's profile is

3   dynamically modified include offering of terms, said terms including prices of

4   items [offered] for sale, packaged deals and bonuses.